

High School to College and Career Pathway: Secondary

Area of Study: Marketing Education

Pathway: Travel & Tourism

Middle School		State Requirements			High School Suggested Education Plan				College & Careers																																																												
7 th Grade	8 th Grade	Middle School		High School	9 th Grade Suggested	10 th Grade Suggested	11 th Grade Suggested	12 th Grade Suggested	Beyond High School																																																												
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts	3.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	(1 additional credit—class of 2011)	<p>There are a number of options for education and training beyond high school, depending on your career goals.</p> <p>> Certificate</p> <p>> Associate degree</p> <p>> Bachelor's degree</p> <p>> Professional degree</p> <p>> On-the-job training</p> <p>> Apprenticeship</p> <p>> Military training</p>																																																												
Pre-Algebra 1.00	Elem. Algebra or Applied Math 1.00	2.00	Math	2.00	Geometry or Applied Math II 1.00	Intermediate Algebra 1.00	Accounting 1.00																																																														
Science .50	Science 1.00	1.50	Science	2.00	Earth Systems 1.00	Biological Science 1.00	(1 additional credit—class of 2011)																																																														
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies	2.50	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50																																																													
P.E. 1.00	Health .50	1.50	P.E./Health	2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50																																																															
The Arts .50	The Arts .50	1.00	Fine Arts	1.50	Fine Arts Courses 1.50																																																																
			Financial Literacy	.50	Financial Literacy .50																																																																
Keyboarding .50			Computer Tech.	.50	Computer Technology .50																																																																
CTE Intro 1.00		1.00	Career and Technical Education	1.00																																																																	
Workforce Trends According to the U.S. Department of Labor, travel and tourism is one of the largest and fastest-growing industries in the world. Each year, travel and tourism employers around the world pay more than \$1.6 trillion in wages and salaries and create 12.5 million new jobs.		Core Curriculum and elective requirements may vary district to district. Check with your school counselor. Concurrent enrollment course offerings vary by school and district. Many Utah post-secondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional post-secondary Pathways for details.			Career and Technical Education Recommended Pathway Courses (Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.) CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL				<p>1.00 credit</p> <p>2.00 credits</p> <p>3.00 credits for completion</p>																																																												
Get the Facts Approximately 42 million international visitors traveled to the United States in 2004. As a result, the U.S. travel industry received roughly \$568 billion from travelers.					<table><tr><th>Course #</th><th>Foundation Courses: (required)</th><th>Credit</th></tr><tr><td>08.0901</td><td>Travel & Tourism</td><td>.50</td></tr><tr><td>08.0711</td><td>Marketing Semester</td><td>.50</td></tr><tr><td colspan="2">Elective Courses:</td><td></td></tr><tr><td>08.9904</td><td>Advertising / Promotion</td><td>.50</td></tr><tr><td>08.0710</td><td>Customer Service</td><td>.50</td></tr><tr><td>08.0802</td><td>e-Commerce</td><td>.50</td></tr><tr><td>08.0601</td><td>Economics</td><td>.50</td></tr><tr><td>08.0301</td><td>Entrepreneurship</td><td>.50</td></tr><tr><td>08.0101</td><td>Fashion Merchandising</td><td>.50</td></tr><tr><td>08.0199</td><td>Fashion Merchandising, Advanced</td><td>.50</td></tr><tr><td>08.0211</td><td>Leadership Principles</td><td>.50</td></tr><tr><td>08.0709</td><td>Marketing, Advanced</td><td>.50</td></tr><tr><td>08.1701</td><td>Real Estate</td><td>.50</td></tr><tr><td>08.0705</td><td>Retailing</td><td>.50</td></tr><tr><td>08.0903</td><td>Sports & Entertainment Marketing</td><td>.50</td></tr><tr><td>52.0312</td><td>Accounting I</td><td>.50</td></tr><tr><td>52.0211</td><td>Business Management</td><td>.50</td></tr><tr><td>52.0441</td><td>Business Law</td><td>.50</td></tr><tr><td>32.0199</td><td>Student Internship (Critical Workplace Skills)</td><td>.50</td></tr></table>					Course #	Foundation Courses: (required)	Credit	08.0901	Travel & Tourism	.50	08.0711	Marketing Semester	.50	Elective Courses:			08.9904	Advertising / Promotion	.50	08.0710	Customer Service	.50	08.0802	e-Commerce	.50	08.0601	Economics	.50	08.0301	Entrepreneurship	.50	08.0101	Fashion Merchandising	.50	08.0199	Fashion Merchandising, Advanced	.50	08.0211	Leadership Principles	.50	08.0709	Marketing, Advanced	.50	08.1701	Real Estate	.50	08.0705	Retailing	.50	08.0903	Sports & Entertainment Marketing	.50	52.0312	Accounting I	.50	52.0211	Business Management	.50	52.0441	Business Law	.50	32.0199	Student Internship (Critical Workplace Skills)	.50
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Note: For more information, talk to your school counselor.

For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov.